C1750-1A

The Fifth Estate

Broadcasting ϟ Jun 3

1985
THE YEAR OF
MATT HOUSTON

WARNER BROS. TELEVISION DISTRIBUTION
A Warner Communications Company

54th Year 1985
NCTA CONVENTION

20814SRI AT850I ZWZ
SRI ACO
CONGRESSNL INFO SRV **SAMPLE
4520 EAST-WEST HWY
BETHESDA MD 20814

Vol. 108 No. 22

Broadcasting Jun 3

NCTA on center stage in Las Vegas
"At Large" with Tony Hoffman
Gearing up for Montreux

BETTER BOTTOM LINES □ Cable industry heads to Las Vegas in upbeat mood. Arthur D. Little study to forecast expanding profitability in next five years. **PAGE 27.**

WINNING NUMBERS □ NBC wins May sweeps. Top markets log in with results. **PAGE 31.**

MONEY TALK □ In this "At Large" interview, leading communications business analyst Tony Hoffman talks with BROADCASTING editors about the current rush of Fifth Estate mergers-takeovers and the dollars and sense of escalating station prices. **PAGE 36.**

NCTA 85 □ On the eve of NCTA's 34th annual convention, BROADCASTING sat down with NCTA President Jim Mooney to review his first year in office, a year marked by the successful passage of the Cable Communications Policy Act. **PAGES 48-54.** The slowdown in the growth in pay services has forced them to re-examine marketing strategies. Pay per view also seen as a revenue vehicle. **PAGE 54.** CTAM's new executive director, Vic Parra, is out to bring the message of cable to the people. **PAGE 57.** The onset of broadcast stereo is causing some problems for cable systems. **PAGE 59.**

SOUND OF TECHNOLOGY □ International technical symposium on television set for Montreux later this week, with further refinements in digital VTR's and HDTV on the agenda. **PAGE 77.**

ALL-STAR TECHNOLOGY □ NBC plans to use stereo sound and Skycam for Major League Baseball's All-Star game in Minneapolis next month. **PAGE 80.**

LETTER FALLOUT □ Comsat criticizes letter exchange between FCC's Fowler and Intelsat's Colino over separate systems policy. **PAGE 82.**

RIGHTS EXTENSION □ Supreme Court extends rights of lawyers to advertise. **PAGE 84.**

NNOW WE ARE SIX □ Finansat becomes sixth applicant at FCC for authority to launch international communications satellite service. **PAGE 85.**

PLUGGING THE DYKE □ Networks prepare new summer series, specials and movies to combat audience erosion during summer months. **PAGE 88.**

PUBLIC BUSINESS □ National Public Radio board approves new business plan for noncommercial radio network aimed at making it more financially independent. **PAGE 99.**

CHITOWN MEETING □ SPME/BDA how-to show for broadcast promotion and design executives set to open this week in Chicago. **PAGE 101.**

NEGLIGIBLE EFFECT □ AEI study finds networks' reporting had little effect on outcome of 1984 election. **PAGE 105.**

REINFORCEMENTS □ Another study backs findings of Sidle panel that media should have some access to military actions. **PAGE 105.**

PUBLIC SPIRIT □ Attorney John Lane has made his living fighting the networks, earning both a reputation as a "tough minded and able" lawyer, and the respect of allies and opponents. **PAGE 127.**

INDEX TO DEPARTMENTS

Business Briefly 14	Editorials 130	Journalism 105	Programing 88
Cablecastings 6	Fates & Fortunes 123	Law & Regulation 82	Riding Gain 94
Changing Hands 103	Fifth Estater 127	The Media 99	Stock Index 98
Closed Circuit 5	For the Record 107	Monday Memo 24	Technology 77
Datebook 18	In Brief 128	Open Mike 22	Telecastings 82

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $2 except special issues $3.50 (50th Anniversary issue $10). Subscriptions, U.S. and possessions: one year $65, two years $125, three years $175. Canadian and other international subscribers add $20 per year. U.S. and possessions $170 yearly for special delivery, $100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* $85. *Across the Dial* $6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 ($37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036

INDEX TO ADVERTISERS: A.F. Associates, Inc. 80 Almi Television 68 □ American Railroads, Association of 48-49 □ Henry Ansbacher, Inc. 100 □ Antonelli Media Training Center 16 □ Associated Press Broadcast Services 14 □ Barclays American Business Credit 73 □ Blackburn & Co., Inc. 102 □ BMI 35 □ Broadcast Personnel, Inc. 123 □ Canadian Imperial Bank Group 63 □ CBS RadioRadio 25 □ Centro Corp. 71 □ Chapman Associates 107 □ Classified Ads 113-122 □ Claster Television Productions 75, 77, 79 □ Columbia Pictures Television 8-9 □ Communications Equity Associates 105 □ Continental Electronics 96 □ Financial News Network 72 □ Firstmark Financial 101 □ Norman Fischer & Associates, Inc. 104 □ Frank Gari Productions, Inc. 53 □ The Gilmore Broadcasting Corp. Third Cover □ GTE Spacenet 49 □ Josephson Radio Fourth Cover □ H.B. La Rue, Media Broker 106 □ MCA TV 7 □ MCG Electronics, Inc. 83 □ Motorola 95 □ MSG Network 46 □ Otari Corp. 19 □ Panasonic Industrial Co. 55 □ Professional Cards 110, 111 □ The Research Group Second Cover □ Cecil L. Richards, Inc. 103 □ RKO Pictures 11 □ Selcom Radio 23 □ Services Directory 111 □ Society Bank 4 □ SONY Broadcast 66-67 □ Stainless, Inc. 91 □ Howard E. Stark 99 □ Joe Sullivan & Associates, Inc. 10 □ TA Associates 26 □ Telepictures Corp. 17 □ Torbet 21 □ TV Extra 87 □ United Stations Radio Networks 39 □ Utility Tower Co. 51 □ Viacom 12-13 □ Warner Bros. Television Distribution Front Cover □ Wold Communications 69 □ World Wide Bingo Inc. 70 □ Worldwide Church of God 15 □ WNYC-TV 81 □ Youngs, Walker & Co. 125

Stereo sound still a question mark for cable

Some systems have no trouble delivering BTSC audio, but many are experiencing problems with incompatibility of stereo with set-top baseband converters

Cable systems in the 37 markets with TV stereo broadcasters have met with mixed success in carrying the stations' stereo signals, according to early reports from cable operators and broadcasters.

As anticipated, the biggest problem to emerge is the industry-selected BTSC multichannel sound signals' incompatibility with the increasingly popular baseband scrambling systems. However, most cable systems seem to be able to carry stereo signals with little or no interference with mono sound of video signals. The small number of stereo receivers in the hands of consumers makes it difficult to gauge how many cable subscribers are receiving the broadcast stereo signals with full fidelity and separation.

"In a lot of cases, cable systems successfully carry BTSC sound," noted Alex Best of Scientific-Atlanta. "It boils down to the particular type and vintage of system."

Wendell Bailey, the National Cable Television Association's vice president of science and technology, commented: "My best guess is that most systems are carrying it in those cases where they haven't caused directly identifiable problems. We haven't expected much in the way of devastating problems with MTS, although there have been several reports of direct problems, like buzzing. These have been minor, but it's a big question since we still don't have many consumers with stereo TV sets out there."

The cable industry, concerned with the impact of what it believes could be hundreds of millions of dollars in upgrade costs, has focused most of its attention on set-top converters and head-end processors with which BTSC is thought to be incompatible. Best, chairman of an NCTA ad hoc multichannel sound subcommittee, explained several possible scenarios for cable systems.

One scenario where the cable operator could expect few difficulties is with systems having heterodyne signal processors at the headend, an unscrambled signal and RF set-top converters, according to Best.

But in another scenario, involving a signal scrambling scheme to defeat power decoders used by some subscribers to get pay channels for free, the stereo light of legitimate viewer's receiver could be triggered even if stereo material was not present, Best said.

The third and possibly most worrisome possibility involves the use of baseband set-top converters which modulate and demodulate the aural carrier. Baseband converters are less widely used than sync suppression-type converters made by Scientific-Atlanta, Jerrold, Oak and Pioneer, but largely because of volume control and enhanced security features, have gained in popularity since they were introduced over the past several years by manufacturers including Zenith and Jerrold's Tocom division.

Best and others in the cable industry believe baseband converters will not carry BTSC stereo at all, and Zenith, for example, has already developed a new "stereo compatible" version of its baseband converter.

Also unsure of baseband converters successfully carrying BTSC is Joe Van Loan, vice president of engineering, Viacom Cable. "A great compatibility problem awaits us in areas using the Zenith baseband converters," he said. "Although headend modifications seem to be minimal, any change to stereo-compatible converters would have to be driven by consumer demand."

Viacom cable systems operate in four markets (New York, San Francisco, Cleveland and Seattle) in which stereo TV stations are now broadcasting, Van Loan noted. In San Francisco, for instance, 100,000 baseband converters are already in place.

The number-five market also worries San Jose, Calif.-based Gill Cable, which carries the two San Francisco stereo stations, KRON-TV and KTZO. "We're carrying them in stereo to our basic subscribers," said David Large, Gill's chief technician. "But of our 107,000 subs, 35,000-40,000 have addressable converters and half of those are baseband. Those premium customers with baseband converters are not getting stereo."

Also experiencing difficulties with baseband converters is the Detroit market, where NBC affiliate WDIV began broadcasts in early May. Linc Reed Nickerson, WDIV chief engineer, noted: "We're finding the larger systems are passing the pilot, but no stereo. They're having problems with their baseband converters." According to Nickerson, however, the older 12-channel heterodyne systems, representing about 10% of the total, are successfully passing the stereo signal.

St. Louis, with stereo broadcaster KPLR-TV, has not been trouble-free either. According Jim Wright, KPLR-TV vice president of operations, one local cable system owned by Storer is upgrading its set-top converters to provide stereo service, but other area systems are experiencing difficulties in both the headend and baseband converters.

Portland, Ore., and San Antonio, Tex., are two other markets where the baseband converters of local cable operators are not carrying stereo broadcasts. At KATU Portland, a direct RF cable feed system was devised by the station with the city's two major cable systems, Rogers Cablesystems and Liberty Cable Television, to provide the operators with KATU's stereo signal, but nevertheless, the baseband converters used by the cable systems' higher tier subscribers are not getting the stereo service.

A similar situation has arisen at San Antonio's KSAT-TV, according to David Carr, chief engineer, with local subscribers using the Zenith converter unable to get stereo.

Although baseband converters may remain a long-term issue between cable operators and stereo broadcast stations, other markets have shown better overall results in efforts to place the BTSC stereo service on local cable systems.

In Chicago, for example, the first market to have broadcast TV stereo beginning in August 1984, PBS affiliate WTTW is now being successfully carried by local cable systems, said Larry Ocker, the station's vice president of engineering. "Yes, they are carrying it," he said. "Just one was having difficulties. It was a system with baseband converters at the headend, so they could not carry stereo and were distorting mono. That mono distortion has been resolved as far as we know since early spring."

In Denver, the situation also appears good for NBC affiliate KCNC-TV, according to David Layne, chief engineer. "I anticipated quite a few complaints after we went on the air in February, but we haven't received them."

Cooperation between cable operators and broadcasters has also helped in Jacksonville, Fla., where WTLV converted to MTS last November, and in New Orleans, where WYES-TV's stereo signal is carried with only a small loss in separation.

"The most exciting response has been from cable companies we've been visiting that realize it's the coming thing," noted Clyde Smith, WTLV chief engineer, shortly after the switch.

Problems still remain ahead, however, for the relatively new broadcast service, according to some in the cable industry. One is the capability of the first stereo TV sets to receive the service with little interference or degradation.

"We have seen problems with both mono and stereo receivers, in particular in the Seattle market," said Viacom's Van Loan. "Several mono sets were brought to our attention, and we found they had a tendency toward buzzing and popping sounds. Similar problems with a stereo set were raised, and have also been resolved."

"We've had some comments on 'scratchy' sounds on sets, as has the other stereo station in Seattle," acknowledged Charles Morris, KIRO-TV chief engineer. "The problems have generally been associated with newer units without the fine tuning knobs."

Morris believes, however, that much of the quality problems of stereo sets, including some of the 15,000-20,000 estimated to be in the Seattle market, rest with the receiver manufacturers themselves.

"TV listeners have been cheated for so many years they don't know what good sound is," he said. "Receiver manufacturers have the opportunity to improve the quality, but they need to get off their duff and get better speakers. Sound deficiences are usually related to the tinny, resonant speakers in the sets, rather than the TV's audio system itself."

Another issue which raises questions not only for cable operators, but for broadcasters as well, is the extensive use of synthesized stereo material, due to the shortage of true, discrete stereo programing.

"Many stereo effects with synthesizers are simply not perceptible because of the low

separation figures," commented Van Loan. Large agreed: "Although we use a synthesizer ourselves and it does sound better than mono, it's used mostly to make the stereo light go on. It isn't really stereo."

KIRO-TV's Morris agreed: "There is a problem of credibility with synthesized stereo, although I'm personally enthralled with the sound. Most of our audience complaints have been on the lack of discrete material."

Another potential concern is tied to a multichannel sound service, second audio program (SAP) channel, that few broadcasters have even begun because of the relative difficulty in including it in stereo conversion. "I'm concerned with the possibility of cross-talk with SAP," noted Scientific-Atlanta's Best. "Although all the measurements say it shouldn't be a problem, there are very few yet trying it and it concerns me."

A final reality stereo broadcasters may have to face is that local cable systems may simply decide that stereo is best presented to cable households through a non-BTSC system provided separately by the operators themselves. At least one major MSO, according to Best, is considering reformatting BTSC at the headend and offering another consumer box connected to a home hi-fi to demodulate stereo, in order to avoid any interaction between cable and BTSC signals.

Large of Gill Cable, in discussing possible solutions to the baseband converter dilemma, commented: "We in the cable industry could all agree BTSC stinks and provide an out-of-band premium sound system with a $100 box." Gill Cable will conduct its own listening test within the next two months, Large added, in which alternative stereo distribution methods will be checked.

What approach cable systems will eventually take with stereo TV remains a mystery at this early stage, according to Marty Lafferty of superstation WTBS, which began stereo broadcasts in Atlanta during April.

"Some want to make stereo synonymous with cable," he noted. "But by and large the cable industry has not yet figured it out." □

Broadcast stereo's place in the cable universe

State (ADI rank, 1983-84 Arbitron)	Station(s)	Affiliation	Cable Households (May 1985 Arbitron)
Tuscaloosa, Ala. (186)	WDBB(TV)	Ind	29,500
Anchorage, Alaska (unranked)	KTVA(TV)	NBC	20,000*
Los Angeles (2)	KTLA(TV)	Ind	1,458,100
Sacramento-Stockton, Calif. (20)	KOVR(TV)	ABC	286,100
	KRBK-TV	Ind	
	KXTV(TV)	CBS	
San Francisco (5)	KRON-TV	NBC	908,800
	KTZO(TV)	Ind	
Denver (19)	KCNC-TV	NBC	374,900
Hartford-New Haven, Conn. (22)	WFSB(TV)	CBS	502,300
	WTIC(TV)	Ind	
	WTXX(TV)	Ind	
Washington (9)	WRC-TV	NBC	344,800
	WDCA-TV	Ind	
Jacksonville, Fla. (63)	WTLV(TV)	ABC	204,700
Miami (14)	WPBT(TV)	PBS	524,300
Atlanta (15)	WTBS(TV)	Ind	421,700
Chicago (3)	WTTW(TV)	PBS	740,800
Des Moines, Iowa (66)	KDIN-TV	PBS	163,300
Wichita-Hutchinson, Kan. (57)	KAKE-TV	ABC	252,900
New Orleans (33)	WYES-TV	PBS	352,800
Baltimore (21)	WJZ-TV	ABC	213,900
	WMPB(TV)	PBS	
	WMPT(TV)**	PBS	
Boston (6)	WGBH-TV	PBS	796,100
	WVJV(TV)	Ind	
Detroit (7)	WDIV(TV)	NBC	498,800
St. Louis (17)	KPLR-TV	Ind	320,800
Las Vegas (59)	KRLR(TV)	Ind	67,500
	KTNV-TV	ABC	
Charlotte, N.C. (32)	WBTV(TV)	CBS	271,100
	WSOC-TV	ABC	
Greensboro-Winston-Salem-High Point, N.C. (51)	WXII(TV)	NBC	208,500
New York (1)	WNBC-TV	NBC	2,287,900
Cincinnati (27)	WCET(TV)	PBS	299,400
Cleveland (11)	WVIZ-TV	PBS	586,200
	WCLQ-TV	Ind	
Portland, Ore. (24)	KATU(TV)	ABC	385,700
Harrisburg-York-Lancaster-Lebanon, Pa. (48)	WGAL-TV	NBC	271,100
Providence-New Bedford, R.I. (39)	WJAR-TV	NBC	230,600
	WPRI-TV	ABC	
Greenville-Spartanburg, S.C.-Asheville, N.C. (37)	WAXA(TV)	Ind	236,500
	WYFF-TV	NBC	
Knoxville, Tenn. (58)	WATE-TV	ABC	208,800
Dallas-Fort Worth (8)	KERA-TV	PBS	540,100
Houston (10)	KUHT(TV)	PBS	615,300
San Antonio (44)	KSAT-TV	ABC	299,000
Wichita Falls, Tex.-Lawton, Okla. (126)	KJTL(TV)	Ind	103,100
Salt Lake City (42)	KSL-TV	CBS	176,800
	KUED(TV)	PBS	
Richmond (Charlottesville), Va. (55)	WVIR-TV	NBC	191,000
Seattle-Tacoma (16)	KIRO-TV	CBS	537,100
	KOMO-TV	ABC	

Notes: Noncommercial WNJT(TV) Trenton, N.J., is providing a reading-for-the-blind service over its separate audio program (SAP) channel, but no stereo.
* Household estimate from BROADCASTING's own research.
** Repeats 100% programming of WMPB(TV).

Total Number of Markets = 37
Total Number of Stations = 53
Total Cable Penetration = 15,914,900

BROADCASTING's Top 50 MSO's

	Company	Basic subscribers	Homes passed	Basic penetration	Pay units	Total homes in all franchises
1	TCI (Dec. 31, 1984)	3,578,000	6,297,000 est.	58.2	2,612,000	N/A
2	ATC (Dec. 31, 1984)	2,500,000	4,500,000	55.5	2,300,000	N/A
3	Group W (March 31)	2,039,794	3,854,003	52.9	1,557,407	4,600,000
4	Cox	1,510,869	2,702,501(Dec. 1984)	55.9	1,449,817	N/A
5	Storer (March 31)	1,500,000	2,737,000	54.8	1,454,000	3,294,000
6	Warner Amex	1,204,419	2,716,537	44.3	900,970	2,865,133
7	Continental (March 31)	1,033,000	1,880,000	54.9	1,171,000	2,150,000
8	Times Mirror (March 31)	978,340	1,985,860	49.2	848,428	N/A
9	Newchannels	916,822	1,496,001	61.3	972,179	N/A
10	United	834,000	1,481,000	56.3	729,000	N/A
11	Viacom (March 31)	798,528	1,486,200	53.7	619,722	1,651,500
12	UA Cablesystems	713,000	1,184,000	60.2	555,000	N/A
13	Sammons (April 24)	659,719	1,075,284	61.3	597,691	N/A
14	Cablevision	595,657	1,176,587	50.6	1,648,215	N/A
15	Rogers (March 31)	590,948	1,209,184	48.9	743,901	N/A
16	Comcast	480,884	842,668	57.1	487,381	N/A
17	Jones Intercable (March 31)	466,514	736,717	63.3	356,357	940,207
18	Telecable	456,833	746,004	61.2	478,066	N/A
19	Heritage	452,303	805,621	56.1	313,407	848,864
20	McCaw (March 31)	382,300	615,000	62.2	248,500	800,000 est.
21	Cablecom	375,000	569,000	65.9	165,000	578,000
22	Prime Cable	335,329	403,395	83.1	373,196	450,000
23	Century	310,000	450,000 est.	68.8	200,000	N/A
24	Wometco	304,000	541,400	56.2	235,400	650,000 est.
25	Daniels & Associates	300,569	593,258	50.7	352,554	N/A
26	Cental (May 10)	299,867	475,242	63.1	231,410	N/A
27	Multimedia	271,000	471,187	57.5	262,166	472,779
28	TCA Cable TV	270,611	350,000	77.3	91,443	355,000
29	Cablevision Industries	262,769	289,838	90.7	180,685	359,814
30	American Cablesystems	261,399	461,580	56.6	343,612	514,200
31	Maclean-Hunter	244,600	494,600	49.5	310,600	515,000
32	Scripps Howard (March 31)	234,742	445,916	52.6	286,772	N/A
33	Colony	215,186	413,431	52.0	220,652	470,800
34	Service Electric	210,000	300,000	70.0	75,000	N/A
35	Tribune	200,000	433,000	46.2	187,000	735,000
36	Adelphia	195,434	296,498	65.9	172,054	326,148
37	Rollins	194,500	312,900	62.2	162,040	359,600
38	Comm. Services (Sept. 1983)	175,000	N/A	N/A	99,500	N/A
39	Herron	173,446	250,000	69.4	111,294	300,000
40	Western	154,251	209,047	73.8	84,288	N/A
41	Cablentertainment	153,013	206,165	74.2	78,585	N/A
42	Adams Russell	144,227	252,333	57.2	144,969	304,003
43	Harte-Hanks	140,555	298,641	47.1	123,771	349,754
44	McDonald (May 1983)	139,585	179,789	77.6	87,028	N/A
45	NY Times	123,134	230,840	53.3	122,507	N/A
46	Midwest (Sept. 1983)	120,000	220,000	60.0	62,000	N/A
47	Harris (March 31)	117,846	212,750	55.4	99,820	325,000
48	Televents	112,100	155,800	71.9	69,600	160,000 est.
49	Armstrong	111,797	158,445	70.6	73,374	N/A
50	Lenfest (March 31)	111,388	232,000	48.0	100,863	329,000

BROADCASTING's annual roundup of the top 50 cable MSO's shows Tele-Communications Inc. increasing its margin as the nation's largest, aided by new purchases (Tele-Media, for instance) and joint ventures. Should TCI and number-two ranked American Television and Communications purchase Warner Amex (BROADCASTING, May 27), their margin over the other cable companies would increase significantly.

The figures for United Artists Cablesystems include its purchase of General Electric's cable systems, which moved UA from 20th last year to 12th.

The slowdown in pay services is evident in the chart. This year, as last year, 13 companies had more pay units than basic subscribers.

Figures for United include 100% of all co-ventures. The figures for McCaw include the company's pending acquisitions. Scripps Howard figures include its percentage share of joint ventures.

All figures are as of April 30 unless otherwise noted.

appealed to the audience.

In addition, the spokesman added, ABC will pre-empt several Wednesday and Thursday night lineups to present *ABC Movie Specials*. Although the titles on the special movie nights will also be repeats, the spokesman said, they are expected to repeat better than the network's regularly scheduled programming, which on Wednesday includes serial dramas *Dynasty* and *Hotel*. ABC's Thursday night schedule was the lowest rated nightly average of any network this past season.

NBC is also reviewing its options. The only summer series it is committed to run so far is *Michael Nesmith's Television Parts* for a seven-week run. It is tentatively scheduled to premiere Friday, June 14, at 8 p.m. Also, as previously reported, NBC News will launch a new prime time news magazine series hosted by Roger Mudd, *American Almanac*. The program will broadcast monthly during the fourth quarter and perhaps will have a weekly slot by the "second season."

NBC sources confirmed also that NBC Entertainment President Brandon Tartikoff is reviewing two other possible summer replacement series, *Motown Review* and *Our Time*. The former would be hosted by Smokey Robinson, and the latter by Karen Valentine. *Motown Review*, from Motown Productions, is a made-for-television revival of the Motown roadshow that traveled the country in the 1960's, while *Our Time*, from Carson Productions, is described as a young adult-oriented variety show appealing to upscale-minded viewers.

Embassy Television's *Double Trouble* will return to the schedule on Wednesday, June 5, at 9:30-10, replacing the canceled *Sara*, for an unspecified number of repeat broadcasts.

Finally, NBC has bought five one-hour episodes of *OceanQuest* from Guber-Peters Productions in association with Centerpoint Television, which is described as an "investigation of the ocean in dramatic form" hosted by a former Miss Universe. The limited series could run in August, sources said.

The networks' principal reason for introducing new series during the summer is to prevent viewers from turning to alternate media, particularly pay cable and independent stations, which usually experience an increase in ratings during the summer months. Over the last five years, HUT levels have remained stable over the "elongated" summer season—the stretch between April and September—while the combined network share has fallen 18%. The combined network rating has dropped seven points between 1979 and 1984, so that despite a 14% growth in the number of U.S. television households over the same period, 1.3 million fewer households are watching network television today than five years ago.

According to CBS/Broadcast Group President Gene F. Jankowski, CBS has no choice but to offer audiences the option to view first-run programing if the network wants to remain competitive during the sum-

NBC racks up another post-season win

NBC won the prime time ratings victory for the week ending May 26, slightly edging CBS in the ratings and tying it in share. Based on Nielsen's National Television Index (NTI), NBC had a 13.8 rating and a 25 share, while CBS scored a 13.7/25. ABC was third for the week with a 12.5/22.

Although ABC finished third, it won three nights—Monday, Wednesday and Saturday. But its ratings on Tuesday, Thursday, Friday and Sunday—it finished last each night—brought it down to third. CBS also won three nights, Thursday, Friday and Sunday. That left Tuesday night for NBC, but the network finished in second or tied for second on five nights to edge CBS for the top spot.

There were five regular series, three specials and two movies in the top 10, four of them repeats. The previous week, one special and two repeats were in the top 10, as a number of season finales reached the top spots. The two highest-rated shows two weeks ago, the season finales of *Dallas* and *Dynasty*, did not appear on the schedule this week.

In all, there were 31 repeats and 16 specials among the 55 programs that aired this week. HUT levels were up 4% from last year's 54.4 to 56.5, despite the generally low ratings for the week.

■ Monday night witnessed a dramatic rise in the ratings of ABC's two-part *Deadly Intentions*, with its second part getting a 21.3/32. The show placed second for the week and helped ABC to its win that night. The two-night average came to 17.3/27. The second part of *Christopher Columbus* on CBS fell from its first-part performance to a 15.8/25, giving the two parts an average of 16.6/27. The second highest-rated program of the night was NBC's *Prime Time Boxing* (16.5/29), the sixth-ranked show of the week, featuring Larry Holmes in his heavyweight title defense.

■ Tuesday night belonged to NBC, as the 10th-ranked *A Team*, plus *Riptide* and *Remington Steele*, outperformed the competition, which included the eighth-ranked *CBS Tuesday Night Movie*, "Do You Remember Love."

■ An *ABC Theater* presentation, the fifth-ranked "Right To Kill" (19/31), 9-11 p.m. NYT, was the highest-rated show on Wednesday and managed to fill the place of *Dynasty*, giving ABC the Wednesday win it has often enjoyed. ABC's only real competition came from a two-hour *Highway to Heaven* on NBC, which scored a 16.6/28, ranking 11th for the week.

■ CBS won Thursday with the number one-ranked show of the week, the season finale of *Knots Landing*. The show was helped by its ninth-ranked lead-in, *Simon and Simon*. The strength of NBC's regular lineup prevailed at 8-9:30, with the third, seventh and 13th-ranked shows, *The Cosby Show*, *Family Ties* and *Cheers*, but they were not enough to overcome CBS.

■ On Friday, CBS won with the season finale of *Falcon Crest*, which ranked 12th for the week, besting a two-hour episode of *Miami Vice* on NBC, which finished 20th. After last week's finale, CBS pre-empted *Dallas* with the movie, "Caddyshack."

■ On Saturday, the only programs to make it into double-digit ratings were on ABC, as *T.J. Hooker* and the *ABC Movie Special*, "International Airport," prevailed.

■ Although NBC had the fourth-ranked program of the week, *NBC Sunday Night Movie*, "Deceptions, Part I," 9-11 p.m. on Sunday, CBS still won the night with its four regularly scheduled hours. A re-broadcast of the Indianapolis 500 on ABC scored only a 9.7/18.

Rank	Show	Network	Rating/Share
1.	Knot's Landing	CBS	22.9/38
2.	Deadly Intentions II	ABC	21.3/32
3.	The Cosby Show	NBC	21.1/36
4.	Deceptions, pt. 1	NBC	19.0/36
5.	Right to Kill	ABC	19.0/31
6.	Boxing, Holmes vs. Williams	NBC	16.5/29
7.	Family Ties	NBC	15.1/31
8.	Do You Remember Love?	CBS	17.4/29
9.	Simon & Simon	CBS	17.1/27
10.	A Team	NBC	16.8/29
11.	Highway to Heaven	NBC	16.6/28
12.	Falcon Crest	CBS	15.4/30
13.	Cheers	NBC	16.1/28
14.	Riptide	NBC	16.1/28
15.	Christopher Columbus, pt. 2	CBS	15.8/25
16.	Remington Steele	NBC	15.4/26
17.	Hardcastle & McCormick	ABC	15.3/26
18.	Night Court	NBC	15.2/24
19.	Murder, She Wrote	CBS	14.4/30
20.	Miami Vice	NBC	14.4/27
21.	60 Minutes	CBS	14.3/34
22.	Trapper John, M.D.	CBS	14.3/25
23.	Who's The Boss?	ABC	14.0/23
24.	Crazy Like a Fox	CBS	13.9/25
25.	One Too Many	ABC	13.9/24
26.	TV Bloopers and Prac. Jokes	NBC	13.4/22
27.	International Airport	ABC	13.0/27
28.	Hill Street Blues	NBC	12.9/22
29.	Chiller	CBS	12.6/20
30.	20/20	ABC	12.6/21
31.	Magnum, P.I.	CBS	12.3/22
32.	Caddyshack	CBS	12.2/24
33.	Hail to the Chief	ABC	12.2/19
34.	Dom De Luise & Friends	ABC	11.8/20
35.	Battle of Network Stars	ABC	11.0/18
36.	Yearbook: Class of 1967	CBS	10.8/19
37.	Fall Guy	ABC	10.8/19
38.	Benson	ABC	10.7/22
38.	St. Elsewhere	NBC	10.6/17
40.	Double Dare	CBS	10.4/18
41.	Webster	ABC	10.2/22
42.	T.J. Hooker	ABC	10.1/24
43.	Indianapolis 500	ABC	9.7/18
44.	Mike Hammer	CBS	9.2/19
45.	Goldie and the Bears	ABC	9.0/19
46.	Jimmy the Kid	NBC	8.8/19
47.	Scene of the Crime	NBC	8.6/18
48.	Hunter	NBC	8.6/17
49.	Airwolf	CBS	8.0/17
50.	V	NBC	7.2/16
51.	Punky Brewster	NBC	7.0/16
52.	Ripley's Believe It Or Not	ABC	6.9/16
53.	Generation	ABC	6.5/12
54.	Silver Spoons	NBC	5.9/15
55.	Cover-Up	CBS	5.3/13

*indicates premiere episode

ALJ Joseph Chachkin made following decision:

■ Midland, Tex. (Midland Telecasting Co. Inc., et al) TV proceeding. By separate orders: granted motion by Plains Television Ltd. and dismissed with prejudice app. for assignment of lic. from Midland to Plains; granted bureau's motion and dismissed with prejudice Midland's app. for lic. renewal; granted West Texas Communications's app. for new TV station at Midland, and terminated proceeding. By order and MO&O, May 14.

ALJ John H. Conlin made following decisions:

■ Mobile, Ala. (Mobile TV 61 Inc. and South Alabama Telecasters) TV proceeding. Granted motion for summary decision by South Alabama and resolved air hazard issue in its favor. By order, May 6.

■ Los Angeles (RKO General Inc., et al) AM and FM proceeding. Granted motions by Belvedere Broadcasting Limited Partnership and Hobart Broadcasting Limited Partnership and dismissed their apps. with prejudice. By orders, May 6.

ALJ John M. Frysiak made following decisions:

■ Lake Worth, Fla. (Lake Worth Communications, et al) TV proceeding. Granted joint request for settlement agreement by Hispanic Broadcasting Inc. and Minority Television Inc. and dismissed Minority's app. with prejudice. By MO&O, May 9.

■ Vero Beach, Fla. (De Beau Broadcasting Inc., et al) FM proceeding. By separate orders: granted motion by Florida Coastal Broadcasting Inc. and dismissed De Beau Broadcasting Inc.'s app. with prejudice and granted motion by Central Communications Inc. and dismissed its app. with prejudice. By MO&O, May 10 and by order, May 16.

■ Bethesda, Md., and Washington (RKO General Inc., et al) AM and FM proceeding. Granted motion by Washington Metropolitan Broadcasters Inc. and dismissed its AM and FM apps. with prejudice. By order, May 7.

■ Las Vegas (Way of the Cross of Nevada, et al) TV proceeding. Granted joint requests for settlement agreement by Rebel Broadcasting Corp. and People of the Fire Ltd. and settlement agreement by People of the Fire and LV Pictures, and dismissed apps. of LV and Rebel with prejudice. By MO&O, May 9.

ALJ Joseph P. Gonzalez made following decision:

■ Tyler, Tex. (Big Six-O TV, et al) TV proceeding. By separate orders: granted motion for summary decision by Vestcom Broadcasting and resolved air hazard issue in its favor; granted joint request for settlement agreement; dismissed with prejudice apps. of Big Six-O TV, Minority TV of Tyler Inc., and Channel 60 Corp.; granted Vestcom Broadcasting Inc.'s app. for new TV station at Tyler, and terminated proceeding. By MO&O, May 10 and May 14.

ALJ Byron E. Harrison made following decision:

■ Helena, Mont. (John R. Powley and Haynes Communications Co.) TV proceeding. Granted joint request for settlement agreement; dismissed Haynes' app. with prejudice; granted Powley's app. for new TV station at Helena, and terminated proceeding. May 13.

ALJ Edward Luton made following decisions:

■ Hyannis, Mass. (Puopolo Communications Inc., et al) FM proceeding. Granted motion and dismissed Cape Cod Broadcasters's app. with prejudice. By order, May 14.

■ New York (RKO General Inc., et al) AM and FM proceeding. By separate orders: granted motion by BCCL Radio and dismissed its app. with prejudice and granted motion by First City Communications Inc. and dismissed its app. with prejudice. By order, May 14.

■ Carolina, P.R. (Educational Television of Carolina and R. y F. Broadcasting) TV proceeding. Granted motion for summary decision by ... y F. Broadcasting and resolved air hazard issue in its favor. By order, May 14.

■ Lebanon, Tex. (Wilson County Broadcast Services Inc., et al) AM proceeding. Granted motion for severence and grant of app. by Wilson County. By MO&O, May 14.

ALJ Walter C. Miller made following decision:

■ Boston (RKO General, et al) AM and FM proceeding. Granted motion by Fenway Broadcast Associates and dismissed its AM app. with prejudice. By order, May 3.

ALJ Joseph Stirmer made following decision:

■ Paducah, Ky. (Johnny G. Box, et al) TV proceeding. By separate orders: granted motion for summary decision by TV-49 and resolved air hazard issue in its favor; granted joint request for settlement agreement; dismissed apps. of Johnny Box and Amos Communicatons Inc. with prejudice; granted TV-49's app. for new TV station at Paducah, and terminated proceeding. By MO&Os, May 6 and May 7.

ALJ James F. Tierney made following decisions:

■ Port Huron, Mich. (Brian Haskin, et al) TV proceeding. Granted joint request for settlement agreement; dismissed apps. of Brian Haskin and TV 46 Corp. with prejudice; granted Haney Communications' app. for new TV station at Port Huron, and terminated proceeding. By MO&O, May 6.

■ Gallup, N.M. (Keith E. Lamonica and Connie T. Catsis) FM proceeding. Granted jointed request for joint settlement agreement; dismissed Lamonica's app. with prejudice; granted Catsis's app. for new FM station at Gallup, and terminated proceeding. May 6.

■ Raleigh, N.C. (Charles Ray Shinn, et al) TV proceeding. Granted motion for summary decision by The L Broadcasting Co. and resolved air hazard issue in its favor. By MO&O, May 15.

Call Letters

Applications

Call	Sought by
	New FM's
WCJX	Constance J. Wodlinger, Miramar, Fla.
KZBL	Barron Broadcasting Inc., Natchitoches, La.
KTRA	Dewey Matthew Runnels, Farmington, N.M.
	Existing AM's
WEGZ	WGGG Micanopy Broadcasting Co., Gainesville, Fla.
KWOF	KLEU Michael Facciani Ministries Inc., Waterloo, Iowa
WBEM	WWBR Baughman Media Inc., Windber, Pa.
KDSI	KOPY Jefco Enterprises Inc., Alice, Tex.
	Existing FM's
WLKQ	WGCO Buford Broadcasting Inc., Buford, Ga.
WKKX	WJBM-FM Gateway Radio Partners, L.P., Jarseyville, Ill.

Summary of broadcasting as of April 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,785	170	4,955
Commercial FM	3,771	418	4,189
Educational FM	1,194	173	1,367
Total Radio	9,750	761	10,511
FM translators	789	444	1,233
Commercial VHF TV	539	23	562
Commercial UHF TV	368	222	590
Educational VHF TV	115	3	118
Educational UHF TV	184	25	209
Total TV	1,206	273	1,479
VHF LPTV	215	74	289
UHF LPTV	121	136	257
Total LPTV	338	210	546
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

KKHJ	KRSN-FM Community Broadcasting Co., Los Alamos, N.M.
WWLI	WPJB-FM Providence Broadcasting Corp., Providence, R.I.
KOPY	KDSI Jefco Enterprises Inc., Alice, Tex.

Grants

Call	Assigned to
	New AM
WECC	Lois V. Casey, St. Marys, Ga.
	New FM's
KSUR-FM	Anita L. Levine, Greenfield, Calif.
WOVU	Ocean View Broadcasting Co., Ocean View, Del.
WJQZ	Scenic Sounds Inc., Wallavillo, N.Y.
*KEWP	Patricia Ann Silva Educational Broadcasting Foundation, Newport, Ore.
*KTDN	Waco Educational Broadcasting Foundation, Palestine, Tex.
*WWWP	Alpha Educational Broadcasting Foundation, Franklin, Va.
	New TV's
KAWK	Miller Broadcasting Inc., Lawrence, Kan.
KRWF	Hubbard Broadcasting Inc., Redwood Falls, Minn.
WFLI-TV	WFLI Inc., Cleveland, Tenn.
	Existing AM's
WRBK	WPIK Gulf Communications of Alabama Inc., Flomation, Ala.
WWJZ	WMHN Mount Holly Radio Co., Mount Holly, N.J.
WMYT	WHNI Twinstar Broadcasting, Mebane, N.C.
WBLO	WORG Radio Orangeburg Inc., Orangeburg, S.C.
KJJQ	KVAA Sioux Valley Broadcasting Co. Volga, S.D.
KHVN	KSAX EGG Dallas Broadcasting Inc., Fort Worth, Tex.
KTNS	KXVI NMR Inc., Plano, Tex.
	Existing FM's
KFSO	KNTN Americom II, Visalia, Calif.
WQKK	WHCG Radio Metter Inc., Metter, Ga.
KZFN	KRPL-FM KRPL Inc., Moscow, Idaho
WKMO	WYFE-FM Town and Country Radio Inc., Winnebago, Ill.
KLZC	KDEZ KDEZ Inc., Crookston, Minn.
WTGY	WTAA Tallahatchie Broadcasting Systems, Charleston, Miss.
KIXQ	KPBT J.R. Communications Co., Webb City, Mo.
WKSI	WRQK Robins Communications Inc., Greensboro, N.C.
WKML	WGSS Beasley Broadcasting of Eastern North Carolina Inc., Lumberton, N.C.
*WOTL	WFTD Family Stations Inc., Toledo, Ohio
WWSH	WVCD The Luzerne Co., Hazelton, Pa.
WNEF	WWON-FM Panda Enterprises Inc., Woonsocket, R.I.
KKQQ	KVXL Sioux Valley Broadcasting Co., Volga, S.D.
KTXX	KDCI Hamon Broadcasting Inc., Devine, Tex.
WZZR	WPUF Hanover Radio Inc., Mechanicsville, Va.